What is claimed is:

1. An organic EL display device being characterized in that

at least one electrode, a light emitting material layer and another electrode are stacked on each pixel region formed on a surface of a substrate,

the light emitting material layer is formed in a state that the light emitting material layer is filled in the inside of an opening portion formed in a bank film which partitions the pixel region and other pixel regions arranged close to the pixel region, and

a light reflection function is imparted to at least a side wall surface of the opening portion of the bank film.

2. An organic EL display device being characterized in that

at least one electrode, a light emitting material layer and another electrode are stacked on each pixel region formed on a surface of a substrate,

the light emitting material layer is formed in a state that the light emitting material layer is filled in the inside of an opening portion formed in a bank film which partitions the pixel region and other pixel regions arranged close to the pixel region, and

a material layer having an optical refractive index which differs from an optical refractive index of a material of the bank film is formed on at least a side wall surface of the opening portion of the bank film.

3. An organic EL display device according to claim 2, wherein the material layer having the optical refractive index which differs from the optical refractive index of the material of the bank film has the optical refractive index thereof set larger than the optical refractive index of the bank film.

4. An organic EL display device being characterized in that

at least one electrode, a light emitting material layer and another electrode are stacked on each pixel region formed on a surface of a substrate,

the light emitting material layer is formed in a state that the light emitting material layer is filled in the inside of an opening portion formed in a bank film which partitions the pixel region and other pixel regions arranged close to the pixel region, and

a light reflection function is imparted to at least a side wall surface of the opening portion of the bank film and a pigment which decreases an optical transmissivity of the bank film per se is contained in the bank film.

5. An organic EL display device according to claim 1, wherein a metal oxide film is applied to at least the side wall surface of the opening portion of the bank film by coating.